

## ABSTRACT OF THE DISCLOSURE

A gamma reference voltage generating circuit in a liquid crystal display includes a first gamma power unit outputting a first gamma voltage for a reflective driving mode of the liquid crystal display, a second gamma power unit outputting a second gamma voltage for a transmissive driving mode of the liquid crystal display, and a switching unit selecting one of the first gamma voltage of the first gamma power unit and the second gamma voltage of the second gamma power unit, and outputting the selected gamma voltage to a source driving circuit.

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